

## WHAT IS CLAIMED IS:

1           1.    For use in managing a database of selectable records,  
2    a database administrator for association with a computer system  
3    having distributed memory units, said    database administrator  
4    comprising:

5               a security controller that operates repeatedly to (i)  
6    divide said database into portions and (ii) store ones of said  
7    portions to ones of said distributed memory units, said security  
8    controller thereby systematically redistributing said database  
9    over said distributed memory units; and

10             an access controller that operates to repeatedly  
11    establish views of ones of said selectable records responsive to  
12    said security controller redistributing said database over said  
13    distributed memory units.

1           2.    The database administrator set forth in Claim 1 wherein  
2    said access controller is further operable to access ones of  
3    said selectable records.

1           3.    The database administrator set forth in Claim 1  
2   initially operable to instantiate said database of selectable  
3   records.

1           4.    The database administrator set forth in Claim 3 wherein  
2   said initially instantiated database of selectable records is  
3   stored in a select memory unit.

1           5.    The database administrator set forth in Claim 1 wherein  
2   said security controller is further operable, prior to  
3   subsequently dividing said database into portions, to combine  
4   said ones of said portions previously stored in ones of said  
5   distributed memory units in a select memory unit.

1           6. For use in managing a database of selectable records,  
2 a method of operating a database administrator, said database  
3 administrator for association with a computer system having  
4 distributed memory units, said method of operation comprising  
5 the steps of:

6           repeatedly operating a security controller to (i)  
7 divide said database into portions and (ii) store ones of said  
8 portions to ones of said distributed memory units, said security  
9 controller thereby systematically redistributing said database  
10 over said distributed memory units; and

11           operate an access controller to repeatedly establish  
12 views of ones of said selectable records responsive to said  
13 security controller redistributing said database over said  
14 distributed memory units.

1           7. The method of operating the database administrator set  
2 forth in Claim 6 further comprising the step of accessing ones  
3 of said selectable records.

1           8. The method of operating the database administrator set

1     forth in Claim 6 further comprising the step of initially  
2     instantiating said database of selectable records.

1             9.    The method of operating the database administrator set  
2     forth in Claim 8 further comprising the step of storing said  
3     initially instantiated database of selectable records in a  
4     select memory unit.

1             10.   The method of operating the database administrator set  
2     forth in Claim 6 further comprising the step of further  
3     operating said security controller, prior to subsequently  
4     dividing said database into portions, to combine said ones of  
5     said portions previously stored in ones of said distributed  
6     memory units in a select memory unit.

1 11. A computer system comprising:

2 a database of selectable records;

3 a plurality of networked computers associated with  
4 distributed memory units, ones of said plurality of networked  
5 computers associated with said database of selectable records;  
6 and

7 a database administrator for use in managing said  
8 database of selectable records, said database administrator  
9 operable to repeatedly (i) divide said database into portions,  
10 (ii) store ones of said portions to ones of said distributed  
11 memory units to thereby systematically redistribute said  
12 database over said distributed memory units and (iii) establish  
13 views of ones of said selectable records in response to  
14 redistributing said database over said distributed memory units.

1 12. The computer system set forth in Claim 11 wherein said  
2 database administrator is further operable to access ones of  
3 said selectable records.

1 13. The computer system set forth in Claim 11 wherein said

1 initially instantiated database of selectable records is stored  
2 in a select memory unit.

1 14. The computer system set forth in Claim 11 wherein said  
2 database administrator is further operable, prior to  
3 subsequently dividing said database into portions, to combine  
4 said ones of said portions previously stored in ones of said  
5 distributed memory units in a select memory unit.

1           15. A method of operating a computer system to manage a  
2 database of selectable records, said computer system comprising  
3 a plurality of networked computers associated with distributed  
4 memory units, ones of said plurality of networked computers  
5 operable to share access with said database of selectable  
6 records, said method comprising the steps of

7           initially instantiating said database of selectable  
8 records;

9           repeatedly dividing said database into portions and  
10 storing ones of said portions to ones of said distributed memory  
11 units, thereby systematically redistributing said database over  
12 said distributed memory units; and

13           repeatedly establishing views of ones of said  
14 selectable records in response to redistributing said database  
15 over said distributed memory units.

1           16. The method of operating the computer system to manage  
2 a database of selectable records set forth in Claim 15 further  
3 comprising the step of accessing ones of said selectable  
4 records.

1           17. The method of operating computer system to manage a  
2 database of selectable records set forth in Claim 15 further  
3 comprising the step of storing said initially instantiated  
4 database of selectable records in a select memory unit.

1           18. The method of operating computer system to manage a  
2 database of selectable records set forth in Claim 15 further  
3 comprising the step of further combining, prior to subsequently  
4 dividing said database into portions, said ones of said portions  
5 previously stored in ones of said distributed memory units in a  
6 select memory unit.

1           19. For use over a global communications network having  
2 company nodes and constituency nodes associated therewith, an  
3 electronic commerce system comprising:

4           a database of selectable data files associated with  
5 said company nodes, wherein said company nodes populate  
6 respective associated data files with commercial information;

7           a communications controller that is operable to  
8 (i) propagate communication interfaces accessible by said  
9 constituency nodes with selected portions of said commercial  
10 information under direction of said company nodes, and  
11 (ii) gather feedback information representative of constituency  
12 response to said constituency nodes accessing said communication  
13 interfaces; and

14           a database administrator for association with  
15 distributed memory units, said database administrator  
16 comprising:

17           a security controller that operates repeatedly to  
18 (i) divide said database into portions and (ii) store ones  
19 of said portions to ones of said distributed memory units,  
20 said security controller thereby systematically

1        redistributing said database over said distributed memory  
2        units; and

3                an access controller that operates to repeatedly  
4        establish views of ones of said selectable records  
5        responsive to said security controller redistributing said  
6        database over said distributed memory units.

20. The electronic commerce system for use over a global  
communications network recited in Claim 19 wherein said  
communications controller is further operable to process said  
gathered feedback information and, in response thereto, modify  
ones of said data files.

21. The electronic commerce system for use over a global  
communications network recited in Claim 19 wherein said  
communications controller is further operable to analyze said  
gathered feedback information and ones of said data files and,  
in response thereto, to report results thereof to said company  
node.

1           22. The electronic commerce system for use over a global  
2       communications network recited in Claim 19 wherein said  
3       communications controller, while gathering said feedback  
4       information, employs mathematical representations to represent  
5       at least one of constituency understanding and constituency  
6       reaction.

1           23. The electronic commerce system for use over a global  
2       communications network recited in Claim 19 further comprising a  
3       security controller that is operable, with respect to those data  
4       files associated with said company node, to limit access to said  
5       those data files to designated personnel of said company nodes.  
6

1           24. The electronic commerce system for use over a global  
2       communications network recited in Claim 23 wherein said security  
3       controller includes an interactive voice recognition controller  
4       that is operable to verify the identity of said designated  
5       personnel.

1           25. The electronic commerce system for use over a global  
2       communications network recited in Claim 19 wherein said  
3       communications controller is further operable to translate said  
4       selected portions of said commercial information from a first  
5       language into a second language.

1           26. The electronic commerce system for use over a global  
2       communications network recited in Claim 19 wherein said  
3       communications controller is further operable to store, index  
4       and relate associated portions of said commercial information in  
5       the data repository.

1           27. The electronic commerce system for use over a global  
2       communications network recited in Claim 19 wherein said access

1 controller is further operable to access ones of said selectable  
2 data files.

1 28. The electronic commerce system for use over a global  
2 communications network recited in Claim 19 wherein said database  
3 administrator is initially operable to instantiate said database  
4 of selectable data files.

1 29. The electronic commerce system for use over a global  
2 communications network recited in Claim 28 wherein said  
3 initially instantiated database of selectable data files is  
4 stored in a select memory unit.

1 30. The electronic commerce system for use over a global  
2 communications network recited in Claim 19 wherein said security  
3 controller is further operable, prior to subsequently dividing  
4 said database into portions, to combine said ones of said  
5 portions previously stored in ones of said distributed memory  
6 units in a select memory unit.

1           31. The electronic commerce system for use over a global  
2 communications network recited in Claim 19 wherein said  
3 communications controller is further operable to organize said  
4 selected portions of said commercial information that propagate  
5 said communication interfaces into channels accessible by said  
6 constituency nodes.

1           32. The electronic commerce system for use over a global  
2 communications network recited in Claim 31 wherein said channels  
3 include at least two of an overview channel, an outlook channel,  
4 a community consensus channel, a community forecast channel, a  
5 research channel, an online q&a channel, an online conference  
6 channel, a financial history channel and a newsroom channel.